Marketing and Communications Coordinator

The time to lead is now
Since 2012, Wedu has nurtured the leadership development of over 2,000 women across Asia by supporting their unique, lifelong journeys with mentorship, leadership training, access to customised opportunities, and funding for education through Income Sharing Agreements. These women leaders are inspiring individuals who are committed to changing the status quo in their communities. We believe our global community has the power to achieve large-scale social change and as we take our impact to the next level, we are looking for highly motivated individuals who are innovative and thoughtful in their approach to getting things done and have a demonstrated passion for gender equality to join our team.

Wedu has been featured in:

The New York Times  
World Economic Forum  
Financial Times

Your role
We are looking for the next great person to join our team. The Marketing and Communications Coordinator will be responsible for developing and implementing strategies that raise Wedu’s profile, enhance our global reputation, and inspire people to action. They will believe in the power of authentic content and good design to mobilise global audiences and the value of good planning, data analysis, and strategy on the backend. Strong candidates will be able to create engaging digital communications across our social media channels, website, and email campaigns, as well as manage the production of our marketing assets. In essence, the Coordinator will maximise our impact by championing our work to the right audiences, in the right way, at the right time, with the right messages. The Coordinator will be supported by a communications associate, freelancers, and interns who will produce graphics and videos.

This role is perfect for someone wanting to gain comprehensive experiences in communications within an environment that will challenge you to think and work with a fresh perspective. Reporting to the Executive Director, the MarComms Coordinator will work with a tight-knit team of talented colleagues around the world and can expect to be stretched and developed in your role, with lots of opportunities for autonomy in an impact-driven organisation that is going through a period of growth.
Responsibilities

● Lead and direct the development and execution of Wedu’s communications and digital strategy, working cross-functionally to plan and implement campaigns, including our 10-year anniversary campaign in 2022
● Collaborate with the programmes team and our wider community to curate vibrant content (including stories, case studies, etc.) and ensure the voices of the women we serve are heard and amplified around the world
● Lead day-to-day management of social media channels and analytics for Facebook, Instagram, Twitter, and LinkedIn
● Conceptualise and oversee the creation of content that showcases Wedu’s activities and accomplishments to our key audiences and stakeholders
● Lead the design and production of digital marketing assets for Wedu’s programmes and fundraising activities, working with agencies/freelancers to commission new assets as well as create digital assets in-house
● Oversee Wedu’s website (hosted on wordpress), working with our web developer to update content and continuously improve the usability and design
● Proactively manage Wedu’s branding and reputation, and spearhead public relation
● Manage Wedu’s creative resources library (incl. the photo library, videos, design templates, and brand elements) and oversee all digital communications tools
● Infuse our brand identity across the organisation and equip employees and board members to become effective ambassadors for Wedu.

Qualifications & Experience

● 3+ years of relevant work experience, including demonstrated success in communications, marketing, and/or social media roles
● Demonstrated success managing digital campaigns and social media accounts (including Facebook, Instagram, Wordpress, Twitter, LinkedIn)
● Proven experience in communications strategy development and implementation for organisations and projects
● Demonstrated passion for gender equity and commitment to advancing women’s leadership
● Relevant tertiary-level qualification in communications, marketing, public relations, or journalism, or equivalent industry experience

Professional Skills

● Powerful communicator and storyteller across formats: written, verbal and visual
● Spoken and written fluency in English
● Understanding of branding and the role of brand identity in communications
● Eye for design and detail, preferably familiar with graphic design tools such as Adobe Creative Suite, Canva and/or Filmora
● Innovative thinker, with a track record of translating strategic thinking into action plans and results
**Personal Attributes**

- Approaches work from a feminist lens, guided by a commitment to gender equity
- Buzzing with creative ideas and enthusiasm for delivering powerful content
- Culturally aware and respectful, curious and sensitive about the cultures Wedu operates in and how those are represented in our communications
- A quick learner, interested in all aspects of marketing and communications
- Energetic, positive, and self-motivated with a can-do attitude
- A natural project manager who is highly organized with strong attention to detail
- Proven ability to take initiative and work independently as part of a geographically distributed team
- Strong interpersonal skills and ability to work effectively in a multicultural team with varying expertise, skills and backgrounds
- Comfortable with ambiguity and able to thrive in a dynamic and fast-paced environment

**Organisational arrangements**

The Marketing and Communications Coordinator is a fully remote position and is being recruited for a two-year, extendable, contract. Wedu's team is primarily based in ICT (UCT +7) timezone, and team members are expected to have at least 5 hours of overlap with this timezone each day. The starting salary range is USD 800-1,300/month plus benefits, and remuneration will be set in line with the candidate’s experience and skill levels. Benefits include unlimited paid time off and flexible working arrangements.

**Apply**

Interested candidates should apply through our [website](#) and include a portfolio in their application materials no later than **Sunday, 29th August**. Applications will be reviewed on a rolling basis and shortlisted candidates will be contacted via email. We are looking to fill this position immediately, and by October at the latest. If you experience any problems submitting the application, please email talent@weduglobal.org.

Wedu is committed to cultivating a culture of inclusive leadership and building an organisation that is representative of the communities we serve. We celebrate the individual differences, life experiences, knowledge, self-expression, and talent that each person brings. In recruiting for our team, we welcome the unique contributions that you can bring in terms of your education, opinions, culture, ancestry, ethnicity, race, sex, gender identity and expression, sexual orientation, age, religion, marital status, disability, and beliefs.